

# ANNUAL CHALLENGE SALE

## No Previous Challenge Sale Has Equaled The Liberal Offerings of This One

Beginning tomorrow and continuing every day during the progress of this Challenge Sale, we will help you to cut down the cost of living as no other store has even done. You will find that in the face of abnormal market conditions, scarcity of merchandise and steadily rising costs, prices in the majority of instances are at old-time levels. Every Department in the store rises to the occasion with prices that CHALLENGE AND DEFY COMPETITION! Arrange your plans so that you can get to Goldenberg's some time tomorrow—the earlier the better.

### 29c and 35c Corset Covers 19c

With This Coupon Only  
Nainsook Corset Covers, neatly trimmed with embroidery edgings, in back and front; finished with ribbons; assorted styles. Full cut and well made. (T)  
Basement.

### Babcock's Trail- ing Arbutus Perfume, 13c Bottle

With This Coupon Only  
Babcock's Trailing Arbutus Perfume, true lasting odor; regularly 25c per ounce. Tomorrow at 13c ounce, with this Coupon. Please bring bottle. (T)

### Gold Dust Two Pkgs. 9c for . . . 9c

With This Coupon Only  
Two full size packages of Gold Dust Washing Powder; old style packages. (T)  
Basement.

### \$2.69 Couch Covers \$1.88

With This Coupon Only  
Heavy Tapestry Couch Covers, 50 inches wide, full length; reversible oriental designs. (T)

Store Hours: Open 10 A. M.; Close 6 P. M.

IT PAYS TO DEAL AT  
**Goldenberg's**  
BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"

### 98c Crib Blankets 69c

With This Coupon Only  
Crib Blankets, size 30x40 inches. Pink or blue plaids and blocks. Each neatly boxed. (T)  
First Floor—Bargain Table.

### Table Tumblers 6 for 19c

With This Coupon Only  
Crystal Glass Table Tumblers, full size; sold regularly at 50c dozen. (T)  
Basement.

## Extra for the Challenge Sale—Just Received Beautiful Trimmed Hats

Worth \$8.00, \$10.00 and \$12.00,

**Special at \$5.95**

A Challenge Sale offering of new, smart and distinctive Millinery that establishes a new low-selling record for the season. This was, indeed, a fortunate purchase, and every woman and young miss desiring the newest ideas in fall and winter Millinery should take advantage of this unusual offering.

In this charming collection will be found the most appropriate styles for dress, street, afternoon, and evening wear, in models and colors to match the new suits, coats, and frocks.

The assortment embraces large and small hats, in new shapes designed on the most becoming lines, in black and all the wanted shades. Many beautiful fur hats and combinations of fur and velvet included.

**\$3.00 Feather Turbans, \$1.98**  
Trim-looking little Feather Turbans, made of pasted feathers, finished with two wings at side. Colors are black, brown, taupe and combinations of colors. Challenge Sale price, \$1.98.

**\$3.50 and \$4.00 Untrimmed Hats, \$1.98**  
A remarkable sale of finest quality Velvet and plush trimmed Hats, in black and a few colors; large dressy shapes. Continentals and Turbans to select from. Challenge Sale price, \$1.98.



**\$2.50 Ostrich Bands at \$1.98**  
Ostrich Bands of handsome quality, finished with two ostrich heads, a beautiful and soft trimming much in favor just now. All soft colors and black to choose from. Challenge Sale price, \$1.98.  
Goldenberg's—Second Floor.

## 800 Pcs. of Sample Neckwear

Worth Up to 39c, Challenge Sale Price,

**19c**

You will marvel at the beautiful collection of new styles to be found in this Challenge Sale—a purchase representing a maker's samples of this season's prettiest neckwear.

Every piece is fresh and crisp, and as smart as new neckwear should be. The collection embraces:

Cowl Collars, of organdy, stylish plaited effects.  
Roll Collars, of satin and hemstitched organdy.  
Plaited Collars, of organdy, lace trimmed.  
Collar and Cuff Sets, of organdy, round plaited effect, also satin back shapes.  
Plain or lace trimmed styles and plain set sailor shape.  
Tuxedo Collars, plain and embroidered organdy, lace trimmed.  
Georgette Crepe Collars, plain and square back shapes.  
Flat Collars, of pique, sailor back shape; also organdy and lace trimmed styles, in many pleasing effects.  
Goldenberg's—First Floor.

## \$4.00 Satin Face Broadcloth Challenge Sale Special . . . \$2.98

Handsome Botany Mills Fabric, Sponged and Shrank Ready for the Needle

In this Challenge Sale of Broadcloths you will recognize one of the biggest and best money-saving opportunities our Dress Goods Department has put forward this season. We offer at this remarkably low price the famous BOTANY BROADCLOTHS, 48 inches wide, known everywhere as one of very highest grades of broadcloth produced. Rich satin-face quality, with soft chiffon finish, which makes it so desirable for tailored wear.

The assortment includes a full range of all wanted colors, among which are four distinct shades of navy blue, also black. Our regular selling price is \$4.00. Challenge Sale price, \$2.98 yard.

**\$1.00 French Serge, 79c**

36-inch French Serge, a fine twilled part wool quality, in navy blue, midnight blue, black and all other wanted shades.

**\$2.50 Black Poplin, \$1.69**

44-inch Black Poplin, an extra fine mohair and wool quality, with deep lustrous finish. Rich crew black.

**\$1.69 Storm Serge, \$1.25**

50-inch Storm Serge, a heavy double twilled quality, in black and navy blue.

**\$4.00 Winter-weight Coatings, \$2.98**

54-inch Winter weight Coatings, including plain colors, neat mixtures and novelty effects. Styles and colorings especially desirable for women's and children's coats.

**\$3.19 All-Wool Jersey Velour, \$1.98**

54-inch All Wool Jersey Velour, the most fashionable all wool material for one-piece dresses, suits, etc. In the stylish and scarce navy blue.  
Goldenberg's—First Floor.

## A Great Challenge Sale of Men's High-Grade Shirts

Values You Will Pay Up to \$2.00 All This Season—Tomorrow at

**\$1.29**

A lowered price for men's high-grade Neglige Shirts that should bring an early crowd of keenly appreciative buyers—both men and women who buy for their men folks. Every shirt perfect quality, and the colors guaranteed absolutely fast.

All made with soft turn-back cuffs. Materials are fine Madras, Crepe, Percale, and other high-grade shirting fabrics, and the large array of desirable patterns assures every one a satisfactory choice. All sizes, 14 to 18.

**Men's \$6.50 Bathrobes, \$5.29**  
Men's Blanket Bathrobes, full round collar style, with cord at neck and heavy belt. Colors, Plaid, black, and combinations of the best patterns to choose from.

**Men's \$2.25 Underwear, \$1.65**  
Men's Springtex Underwear, worsted knit, spring needle ribbed. In gray and blue. Shirts with French neck and satin straps; drawers with reinforced seat; regular sizes.

**Men's 21c and 25c Half Hose, 12½c**  
Men's Half Hose, of mace cotton, in black, white and plain colors; reinforced heel and toe. Seconds of the regular 21c and 25c value.

**Men's \$2.75 Underwear, \$2.29**  
Men's Winsted Mills Wool mixed Underwear, shirts with flat neck and self fronts; drawers with satiny waist band and reinforced seat.

**Men's \$1.50 Underwear, \$1.19**  
Men's Heavy Weight "Body Guard" Pileless lined Underwear, shirts and drawers to match; perfect quality.

**Men's \$3.00 Union Suits, \$2.25**  
Men's Corwith Union Suits, heavy weight gray ribbed cotton; closed crotch; light fleece lining; perfect quality.

## Women's \$1.25 & \$1.50 Pure Silk and Silk-and-Fibre Hosiery

Challenge Sale Price, 89c

A Challenge from the hosiery department that is destined to be one of the banner events of the season. A special lot of women's Pure Silk and Silk-and-Fibre Stockings, in boot and full length kinds; full-fashioned and semi-fashioned. The assortment embraces black, brown, white, khaki, champagne, cordovan, medium and light gray. Some are subject to very slight imperfections, which do not affect the wearing quality or appearance.

**Women's 50c Hose, 35c**  
Women's Silk Lisle Hose, with split sole, drop and high apical heel. Subject to slight irregularities, which will not affect the wear.

**Women's 25c Hose, 15c**  
Women's Black Cotton Hose, good elastic quality, medium weight. Slight imperfections, which are hardly noticeable.

**Misses' Stockings, 7½c**  
Misses' Shaped Lisle finish Stockings, black and white; all sizes. Seconds of the regular 25c value.

**Children's 29c Stockings, 12½c**  
Children's Black Ribbed Stockings, extra heavy weight; reinforced heel, sole and toe. Sizes up to 7½ only.

Goldenberg's—First Floor.

## A CHALLENGE EVENT! Men's and Young Men's \$20 & Suits, \$16.75

\$22.50

A sale of Men's and Young Men's Suits that challenges comparison with any known this season in Washington. You do not hear of \$20.00 and \$22.50 suits selling for \$16.75 in these days of advanced prices—nor are you likely to enjoy such savings when this Challenge Sale ends.

They are splendid suits, made of Cassimeres, Cheviots and Worsted-filled materials, in a variety of neat and desirable patterns. Smart, snappy models for young men and conservative styles for older men—every suit well tailored and well trimmed. Sizes 33 to 40 for young men, and 34 to 42 for older men.

**Men's Winter Overcoats, Regularly \$25.00 and \$30.00, at \$20.50**

Men's Winter Overcoats, high grade materials, in Oxford Gray, dark mixtures, blues and novelty effects. Ultra-stylish ultra conservative and fancy models. All well tailored; good quality linings. Sizes 34 to 42.

Goldenberg's—First Floor—Daylight Clothing Store.

## A Great Challenge Sale Offering of 500 Pairs of Women's Shoes

Values Worth Up to \$6.00, at

**\$2.79 a Pair**

A Special Purchase of a Maker's Short Lots and Discontinued Lines From Our Regular Stock at Extraordinary Savings From Regular Prices

Another of the great shoe events planned for the first day of the Challenge Sale—with economies sure to interest every woman who cares to save money. We do not know when an occasion like this will occur again—with the present high cost of leather in the wholesale markets.

This lot comprises a good variety of stylish shapes and excellent quality leathers—Patent Calf, Gum Metal, Tap Calf and Combination and Black Kid leathers. Plain and tipped toes, high or low heels.

All sizes in the combined lot, from 2½ to 7, but not every size of each style. Conditions of sale: No exchanges or refunds.

Goldenberg's—First Floor.

## Women's Fine Flannelette Kimonos

Regularly \$2.25 and \$2.50. Challenge Price **\$1.79**

Warm, comfy Flannelette Kimonos, in beautiful floral patterns, made with yokes, others with border pattern. Choice of light and dark colorings. These are full length, generously cut and come in all sizes. New garments, from our regular stock, lowered for the Challenge Sale to \$1.79.

**Women's Bathrobes, \$3.88**  
Women's Beacon Bathrobes, in assorted light and dark colors; made with collar, pocket and finished with heavy waist girdle. Good warm comfortable garments, well made and finished.

Goldenberg's—Third Floor.

## Women's Flannelette Petticoats

Women's Flannelette Petticoats, good heavy quality, in assorted striped effects. Full length, with ruffles. Regularly, \$1.49. At **\$1.19**

Women's Flannelette Petticoats, assorted pink, blue and gray stripes, made with ruffles. Regularly \$1.25. At **\$93c**

Goldenberg's—Third Floor.

**\$1.25 Satin Camisoles, 95c**  
Beautiful Pink Satin Camisoles, fine quality, daintily trimmed with lace; ribbon or lace shoulder straps. These make ideal Christmas gifts for the lover of dainty lingerie.

Goldenberg's—Third Floor.

## Our Toy Store Is Very Busy Supplying Those Who Realize the Savings Offered

**\$4.50 Desk and Chair Sets, \$3.49**  
Child's Desk and Chair Sets; desk rolled top style. White enameled, strongly made.

**39c Furniture Sets, 23c**  
Doll's Furniture Sets, four small chairs and table; mission finish.

**Metaphone, 39c**  
Metaphones, with wooden hammer; nine-key size.

**\$5.00 Briktor Building Sets, \$3.29**  
Gilbert's Briktor Building Sets, for building houses and every kind of architectural work. Educational, instructive and fascinating.

**\$1.00 Dumping Cars, 79c**  
Penn Toy Automat Dumping Cars, operated by marbles; very interesting.

Goldenberg's—Basement.

## Challenge Sale of Art Goods

**Silk Cards, in a large assortment of plain and fancy colorings, for pillows or bathrobes. 2½ yards long. Worth 75c each. . . . 44c**

**All White Scarfs and Shams, Japanese drawwork and embroidered effects. In various pretty patterns. Values worth from 75c to \$1.00 each. . . . 48c**

**Pillow Slips, of cretonnes and Japanese blue print; large assortment of patterns. Worth 59c each. . . . 39c**

Goldenberg's—First Floor—6th Street side.

## Extraordinary Challenge Sale of \$55.00 Seamless and Perfect Quality Rugs

High-Grade Axminster and Wilton Velvet Rugs, in 9x12 ft. Room Size, at Manufacturer's Wholesale Cost,

**\$36.00**

This is indeed an extraordinary occasion—a profit sharing event in the truest sense—and no one who needs rugs can afford to miss this opportunity. We protected our customers by placing large orders on the lower market, and you now reap the benefit of a price that represents today's wholesale cost.

All are 6x12 ft. room size, strictly perfect quality SEAMLESS Rugs—not the usual low grade piece-dyed kind. Select from Axminster and Wilton Velvet Rugs, in rich and artistic designs, including floral, oriental and medallion effects, in light and dark colorings.

**\$30.00 Brussels Rugs, \$19.75**  
8 ft. 3x10 ft. 6 Seamless Wool Brussels Rugs, close woven quality, in floral, medallion and oriental designs. Choice of light or dark colorings. Alexander Smith and Sons make.

**\$15.00 Axminster and Wilton Velvet Rugs, \$10.65**  
4 ft. 6x6 ft. 4 close woven deep pile fabric Axminster and Wilton Velvet Rugs, in floral and figured designs. Handsome colorings.

Goldenberg's—Fourth Floor.

## Men's & Women's Umbrellas

Regular Price, \$1.69  
Challenge Sale Price, **\$1.19**

Men's and Women's Umbrellas, with good quality rainproof American taffeta covers; full size, and of durable quality for general use. The assortment of handles embraces natural wood, carved mis- sion and metal trimmed effects, in many pleasing shapes.

Goldenberg's—First Floor.